

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Crossroads Media-Alexandria
66 Canal Center Plaza
Ste 555
Alexandria, VA 22314

Contract # 1372259

Schedule Dates 09/18/12-09/27/12
Advertiser American Crossroads (41509)
Agency Crossroads Media-Alexandria (2097)
Product POLITICAL CANDIDATE SUPER PAC (ns) (1386)
Brand AMERICAN CROSSROADS (325849)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Maron, Stephanie
Phone/Fax /
CPE 11/27/691
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments American Crossroads
JONATHAN VITTI

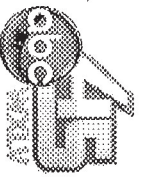
Date Entered 09/13/12
Last Modified 09/13/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09818463
Demo A35--R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$827.25
Net Total \$4,687.75
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Sep. 2012 22 \$5,515.00
Grand Total: 22 \$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/18/12-09/18/12	1	:30	12P-1P (EST)			1						1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
2.0	Normal Line / SPOT (2)	09/19/12-09/19/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
3.0	Normal Line / SPOT (3)	09/20/12-09/20/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
4.0	Normal Line / SPOT (4)	09/21/12-09/21/12	1	:30	12P-1P (EST)						1			1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
5.0	Normal Line / SPOT (5)	09/24/12-09/24/12	1	:30	12P-1P (EST)		1							1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
6.0	Normal Line / SPOT (6)	09/25/12-09/25/12	1	:30	12P-1P (EST)			1						1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
7.0	Normal Line / SPOT (7)	09/26/12-09/26/12	1	:30	12P-1P (EST)				1					1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
8.0	Normal Line / SPOT (8)	09/27/12-09/27/12	1	:30	12P-1P (EST)					1				1	\$130.00	\$130.00	Greensboro (WXLV)	MILLIONAIRE	9/13/12
9.0	Normal Line / News (9)	09/18/12-09/18/12	1	:30	6:30P-ABC-World News Monday-Friday			1						1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
10.0	Normal Line / News (10)	09/19/12-09/19/12	1	:30	6:30P-ABC-World News Monday-Friday				1					1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
11.0	Normal Line / News (11)	09/21/12-09/21/12	1	:30	6:30P-ABC-World News Monday-Friday					1				1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
12.0	Normal Line / News (12)	09/24/12-09/24/12	1	:30	6:30P-ABC-World News Monday-Friday		1							1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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CO-OP No
Headline # ECR09818463
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$827.25
Net Total \$4,687.75
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	22	\$5,515.00
Grand Total:	22	\$5,515.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (13)	09/26/12-09/26/12	1	:30	6:30P- ABC-World News Monday-Friday	1			1					1	\$235.00	\$235.00	Greensboro (WXLV)	ABC WORLD NEWS	9/13/12
14.0	Normal Line / SPOT (14)	09/18/12-09/18/12	1	:30	7P- 7:57P (EST)	1		1						1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
15.0	Normal Line / SPOT (15)	09/19/12-09/19/12	1	:30	7P- 7:57P (EST)	1			1					1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
16.0	Normal Line / SPOT (16)	09/20/12-09/20/12	1	:30	7P- 7:57P (EST)	1				1				1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
17.0	Normal Line / SPOT (17)	09/21/12-09/21/12	1	:30	7P- 7:57P (EST)	1					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
18.0	Normal Line / SPOT (18)	09/24/12-09/24/12	1	:30	7P- 7:57P (EST)	1		1						1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
19.0	Normal Line / SPOT (19)	09/25/12-09/25/12	1	:30	7P- 7:57P (EST)	1			1					1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
20.0	Normal Line / SPOT (20)	09/26/12-09/26/12	1	:30	7P- 7:57P (EST)	1				1				1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
21.0	Normal Line / SPOT (21)	09/27/12-09/27/12	1	:30	7P- 7:57P (EST)	1					1			1	\$400.00	\$400.00	Greensboro (WXLV)	FAMILY FEUD	9/13/12
22.0	Normal Line / SPOT (22)	09/23/12-09/23/12	1	:30	10:58-40A- ABC-This Week	1							1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK	9/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: *mailed 8:00am 9/13/12* Date: _____
Comments: _____

Rep Order# 9818463 Ver# 1 Status New
EC'd Yes

Traffic Order# 137245A
Printed: 09/13/2012 11:54 AM
Last Received: 09/13/2012 11:53 AM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TU	09/18-09/18	12P-1P	MILLIONAIRE	.30	\$130.00	1 90	1	1	\$130.00
2	W	09/19-09/19	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
3	TH	09/20-09/20	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
4	F	09/21-09/21	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
5	M	09/24-09/24	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
6	TU	09/25-09/25	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
7	W	09/26-09/26	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
8	TH	09/27-09/27	12P-1P	MILLIONAIRE	.30	\$130.00	1	1	1	\$130.00
9	TU	09/18-09/18	630P-7P	ABC WORLD NEWS	.30	\$235.00	1 245	1	1	\$235.00
10	W	09/19-09/19	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
11	F	09/21-09/21	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
12	M	09/24-09/24	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00
13	W	09/26-09/26	630P-7P	ABC WORLD NEWS	.30	\$235.00	1	1	1	\$235.00

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL ISSUE GROU
 Product American Crossroads
 Estimate# 691
 Buyer Stephanie Maroney
 Phone#
 Fax#
 Agency () CROSSROADS MEDIA LLC
 66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 11/27/691
 Flight Dates 09/18/2012 - 09/27/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
14	TU	09/18-09/18	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
15	W	09/19-09/19	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
16	TH	09/20-09/20	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
17	F	09/21-09/21	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
18	M	09/24-09/24	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
19	TU	09/25-09/25	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
20	W	09/26-09/26	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
21	TH	09/27-09/27	7P-8P	FAMILY FEUD	.30	\$400.00	1	1	1	\$400.00
22	SU	09/23-09/23	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00

---REPORT TOTALS---
 Report Totals. 22 / \$5,515.00

---SALES MONTHLY TOTALS---
 Sep 12. 22 / \$5,515.00
 Sales Totals. 22 / \$5,515.00
 Station Totals. 22 / \$5,515.00
 Lines not sent/rcld/rtm. 0 / \$0.00
 ---COMPETITIVE---

Market Totals \$68,938
 CABL 0% WKHP 21% UNKN 0% WBEF 0% WCWG 0% WMMY 34%
 WKHP 21% WMTV 0% WUPN 0% WXTI 37% WXLV 8%

Rep Order# 9818463 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/13/2012 11:54 AM
Last Received: 09/13/2012 11:53 AM
Showing Buylines: All Lines

3 of 3

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Salesperson Phone# 202-955-5342
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Books null
Demos RA35+